

## Message Text

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PAGE 01 NAPLES 00633 280909Z  
ACTION EUR-12

INFO OCT-01 CU-04 ISO-00 PRS-01 /018 W  
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R 271630Z APR 77  
FM AMCONGEN NAPLES IT  
TO AMEMB ROME IT  
INFO RUEHIA /USIA WASHINGTON DC 141  
SECSTATE WASHINGTON DC 5451  
RUFHOM /AMCONGEN PALERMO IT 96

UNCLAS NAPLES 633  
USIAC  
E.O. 11652:N/A

SUBJ: ROBERT RAUSCHENBERG EXHIBIT OPENED BY USIS NAPLES  
A MAJOR EXHIBIT OF RAUSCHENBERG'S GRAPHICS OPENED TO THE PUBLIC AT  
NAPLES' PRESTIGIOUS MUSEUM DIEGO ARAGONA PIGNATELLI APRIL 22. IT  
WILL REMAIN UNTIL MAY 15, AND CONSISTS OF 136 PRINTS, SERIGRAPHS,  
PRESS-COLLAGES, COMBINED TECHNIQUES ON CLOTH, LITHOGRAPHS, AND THE  
34 ILLUSTRATIONS OF DANTE'S INFERNO. THEY COVER THE YEARS 1963-76.  
THE FORMAL OPENING TOOK PLACE APRIL 21, WITH A CRITICAL INTRODUCTION  
TO RAUSCHENBERG'S WORK BY THE NOTED CONTEMPORARY ART HISTORIAN,  
ALBERTO BOATTO. SOME 400 PROFESSORS, ARTISTS, JOURNALISTS. UNIVERSI-  
TY STUDENTS, INTELLECTUALS, AND GALLERY OWNERS TURNED OUT FOR

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BOATTO'S MASTERFUL PRESENTATION OF RAUSCHENBERG AS A REPORTER OF HIS  
TIME, A VISIONARY WHO IS AT THE SAME TIME AN EXACTING REALIST ENGAGED  
IN OBJECTIVELY DOCUMENTING THE TIME IN WHICH HE LIVES. THE EXHIBIT  
IS CO-SPONSORED BY THE SOPRINTENDENZA AI BENI ARTISTICI E STORICI  
DELLA CAMPANIA (CAMPANIA DIRECTORATE FOR ARTISTIC AND HISTORIC  
ASSETS), WHICH DONATED THE SPACE AND IS FURNISHING GUARDS, A CHAR  
FORCE, LIGHTS, DRAPES, AND OPERA CORDS, ALL FREE.  
FOLLOWING THE OPENING, A DINNER WAS HELD AT THE BPAO'S RESIDENCE FOR  
THE DIRECTOR OF THE SOPRINTENDENZA, PROF. AND MRS. RAFAELLO CAUSA,  
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HIS DEPUTY PROF. AND MRS. NICOLA SPINOSA; FOR PROF. AND MRS. BOATTO,  
AND THE CONSUL GENERAL AND MRS. COLANTONIO.  
AVERAGE DAILY ATTENDANCE SINCE THE OPENING HAS BEEN 400, WHICH IN-  
CLUDES CLASSES OF HIGH-SCHOOL LEVEL STUDENTS, WHO ARE TAKEN BY THEIR  
TEACHERS AS PART OF THEIR COURSEWORK.  
THERE HAS BEEN GOOD PRE-AND-POST OPENING NEWSPAPER AND MAGAZINE COVE-  
RAGE, AS WELL AS OPENING NIGHT "FREE" TELEVISION AND RADIO STATION

COVERAGE. IN ADDITION, THE POST PRODUCED A SLICK CATALOG WITH AN ESSAY BY PROF. BOATTO, FOR ONLY THE COST OF THE ARTWORK AND ESSAY. THE PUBLISHER AGREED TO DO THE WORK IN EXCHANGE FOR THE RIGHT TO SELL THE CATALOG, WHICH IS PRICED AT LIRE 5.000 (ABOUT \$5.75). WE

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WERE ALSO ABLE TO HAVE 4.000 POSTERS MADE AND DISPLAYED IN NAPLES, BARI, AND PALERMO FOR NO MONEY. COPIES OF THE PRESS COVERAGE, CATALOG, PHOTOS OF OPENING NIGHT, AND POSTERS ARE BEING POUCHED TO ROME FOR FORWARDING TO USIA AND CU.

THIS IS THE FIRST COMPREHENSIVE EUROPEAN SHOW OF RAUSCHENBERG'S WORK, AND IT HAS ELICITED HIGH PRAISE FROM CRITICS AND ART LOVERS. IT IS STUNNING IN ITS SCOPE AND DIVERSITY AND IS BEING CALLED ONE OF THE MOST OUTSTANDING EXHIBITS MOUNTED IN NAPLES. FOLLOWING LAST YEAR'S LOUISE NEVELSON GRAPHICS AND SCULPTURE EXHIBIT, ALSO AT THE PIGNATELLI, IT PROVIDES CONTINUITY AND HELPS KEEP THE DOORS OF THIS IMPORTANT CULTURAL INSTITUTION OPEN TO USIS.

FROM NAPLES THE SHOW MOVES TO BARI AND THEN TO PALERMO BEFORE BEING DISASSEMBLED AND RETURNED TO ITS OWNERS: THE LEO CASTELLI GALLERY IN NEW YORK; THE SONNABEND GALLERY IN PARIS, AND GEMINI EDITIONS IN LOS ANGELES. OPPEN

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## Message Attributes

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**Subject:** ROBERT RAUSCHENBERG EXHIBIT OPENED BY USIS NAPLES A MAJOR EXHIBIT OF RAUSCHENBERG'S GRAPHICS OPENED TO THE PUBLIC AT NAPLES' PRESTIGIOUS MUSEUM DIEG O ARAGONA PIGNATELL  
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**Review Markings:**  
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